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Gladland Acres

OREGON GROWN
SUPERIOR GLADIOLUS



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WINTER
BULLETIN

LEBANON, OREGON

GLADLAND ACRES 1951 WINTER BULLETIN

This season, altho with one of the largest and finest bulb crops in several years, we did not issue our usual early winter catalog. The weather was responsible for this omission. Normally in our section of Oregon, we begin lifting our bulbs in early October and complete the digging about Nov. 10th, during which time we can expect about 3 inches of rainfall, just enough to keep the soil in splendid digging condition. This last fall the rains began in earnest on October 1st, with 11 inches falling during that month and all through November and December, and continuing through January, there was some precipitation nearly every day — so that the soil was completely saturated during the entire period. Not only was the digging highly laborious, but all bulbs had to be washed and quickly and thoroughly dried to avoid fungus infection. While we were entirely successful, it required more than three months of harvesting time, instead of the usual 30 days — and this left us with no time to prepare the highly detailed type of copy that our catalogs require.

Fortunately, all Gladland customers had received in mid-summer, a complete listing of the 631 varieties available, together with our 1951 price schedules, and as the Gladland Catalogs are usually preserved for their reference value, and all varieties, except the 1951 additions to our list, were described in detail in the 1950 edition, the most of our customers will have ample data to enable them to make intelligent selections even without the convenience of a new edition. A few copies of the 1950 edition are still on hand for those who wish to have one. In this bulletin we describe some of the additions to our list for this season that can still be supplied. Sales from our mid-summer list have nearly exhausted our stocks of a number of the new additions.

PRICES FOR 1951

In view of the present production costs, especially in our area, with an almost tripled cost of harvesting which is our major field expense, our prices on standard varieties is actually below the combined cost of production, sales and delivery expense. Only by exercising the most rigid economy, and by keeping our advertising to a minimum can we expect to end up this season without an actual deficit. We will make no price advances this spring — but undoubtedly will have to make some mark-up for 1952. MORAL — Better buy liberally this spring, because you can hardly expect such low prices next season from any source.

NOW IS THE TIME TO GROW GLADIOLUS FOR PROFIT AS A PART-TIME PASTIME

This coming year most of the large commercial growers — confronted with probably labor shortages by next fall — will reduce acreages. Even more small growers, now devoting full time to their business, will radically reduce their plantings as they have opportunities to go into defense work at more money than they are now netting from their bulb and flower sales. At the same time amateur interest in gladiolus growing is increasing, and the retail market should absorb even larger amounts. All this spells a shorter crop next year, with stronger demand and firmer prices. Certainly this is no time to begin a full-time business in growing Glads either for bulbs or cut-flowers, but certainly it is a most favorable time to plan for extra income by spending a few hours of your spare time each week in growing a reasonable quantity for local sales of flowers and bulbs. Almost anyone can obtain an additional income of from \$100.00 to \$1,000.00 this next summer and fall, without using any time other than a few hours weekly. It is certainly the most enjoyable and surest method of securing extra income. We feel so strongly about this

that we have written a booklet that fully covers the phase of conducting a part-time gladiolus business, and if you would like a copy, simply send us a 3c stamp to cover mailing expense.

If you are now a commercial grower, marketing flowers or bulbs and simply want to see if this booklet will contain ideas that might be of value to you, you may remit 13c in stamps which just covers our cost of printing and postage. Ask for booklet, "GROW GLADIOLUS FOR PROFIT."

ARTISTRY IN GLADIOLUS ARRANGEMENT

This has proven our most popular publication to date. We have only a few hundred copies left, which are offered at 25c each. This 40-page booklet contains 32 full page reproductions of arrangements of Gladiolus for home decoration, styled by leading designers and photographed by Dr. Philip G. Corliss of Somerton, Arizona. All of these are also contained in one of his famous Arrangement color-slide rental collections, and in color these are really very beautiful. You really should write him if you are a member of a garden club for his bulletin covering his color-slide collections. Unquestionably, he has the largest library of original flower photographs in color, in existence. We hope to publish a companion volume to our "ARTISTRY" booklet, we had planned for this year but were unable to secure sufficient photographic material.

OUR HEADLINE VARIETIES FOR 1951

PHAROAH (Higgins) Class 530. Our 1950 Introduction

This has warranted every claim we made for this remarkable pink-salmon seedling. Its behavior in our field was spectacular in the extreme. Even from size 4 bulbs we could cut X-fancy spikes right down the row. It held exceptionally well in florist ice-boxes — one florist reported holding it two weeks, and still perfectly usable for funeral design work. It has received the finest possible favorable comment in the press. Dr. Cason in December NAGC quarterly rated it the top glad in the 530 class. In the headline Gladiolus symposium in February POPULAR GARDENING, by Lee Fairchild — PHAROAH was rated the top light salmon introduction of 1950. In February issue FLOWER GROWER, H. M. Sherman in his annual feature story of the new Glads, not only repeats his last year's favorable report, but this year places it in the probable best 10 of all colors. Even before we introduced it, PHAROAH had been rated as superior in a 2-year test in the 5 NAGC trial gardens. Every amateur will want it for its prize winning ability on the show table and the commercial grower will find it one of the most vigorous, most dependable, and most profitable varieties he has ever grown.

Price: L. \$1.00; M. 75c; S. 50c. Bulblets — large selected, 10 for \$1.00

For commercial growers a very special offer to permit the purchase of an adequate starting stock now: 10 L, 10 M, 100 S & ½ pt. bulblets \$25.

EXCLUSIVE GLADLAND INTRODUCTIONS FOR 1951

LADY LORCHID (Class 466) Originated by Mrs. G. A. Caswell of Michigan.

Each year we attempt to find a worthy seedling from a hybridist as yet unknown to the general public. This year our selection is LADY LORCHID — a dark lavender, with feathered throat of rosy lavender, blooming a week later than Elizabeth the Queen, and growing somewhat taller, with us about 40 to 44 inches. The floret size of 4½ inches is exactly right for arrangement, basket, and floral sprays, and we like the color and its ability to open 7 to 10 florets of its 17 to 22 buds. It was registered in 1948, but has required a couple of years to build a stock of sufficient size to permit of introduction at the \$1.00 per bud price which we consider a proper price for a new seedling release. These two years have

demonstrated its uniform field habits, its health and vigor. While only of medium height, stems are amply long for cutting and we predict that it will be very popular both in the garden and in the florist shops. Our local florists demanded every spike that we could cut.

Price, any size, \$1.00 per bulb. Bulblets, 10 for \$1.00.

The quantity on hand is really not large enough to make special price starting units — but we will release a limited number of units, containing 10 bulb and 200 bulblets for \$10.00.

MANYA, Class 560; RED DRAGON, Class 552; VIOBLUE, Class 578.

This trio are originations of Lucian Gosling.

Last season we distributed about 75 bulbs of each variety in single bulb units thruout the country at \$1.00 per bulb, with a money-back guarantee. Not a single request for refund was made and reports as received and their second year performance at Lebanon justify their introduction. The price of each of the 3, **\$1.00 per bulb, any size. Bulblets, 10 for \$1.00.**

MANYA is our choice of the 3, as it alone has commercial possibilities. The color is a sparkling rose-mauve in distinct shades, with large bright rose of different color. Petals are heavily flaked and flecked with rose over a lighter background. Opens 10 or more large flowers on a tall spike. WE liked the color splash, the florists liked it and bought it, but if you prefer smooth self-colors in pale shades, you probably should pass this one up because it is as vivid as a rose shade could possibly be.

RED DRAGON is a novelty glad, carrying the typical dragon spurs on lacinated petals and an unusual spike formation. Quite an attractive flower, could give some distinction in low-container arrangements, and definitely of interest to the hybridists who are intrigued in creating new gladiolus forms. Not a commercial type.

VIOBLUE. This produced for us a larger floret size than either the widely advertised Australian BLUE GIANT or the Holland LIBRETTO. It blooms early and thus far is of robust and healthy growth. Color is darker than Blue Beauty but barely deep enough to place in the 78 color class. The stem is slender but not inclined to crook. Should be staked, as flowers are so heavy and large that the plant may tip over if unsupported. Very interesting garden and show flower, but we would not consider that it would have commercial cut-flower value.

EXCLUSIVE 1951 GLADLAND FOREIGN RELEASES

For the past several years we have been bringing to Gladland customers the finest of the varieties from Australia, New Zealand and Europe. The only way in which we can select the best of the over-seas originations is by following the advice of our many gladiolus friends who report at length each season on what they find outstanding. It is always a problem as to U. S. performance, and we offer these frankly as experimental in this country, but of noteworthy quality in their original environment. For the next two or three years at least we will not experiment further with bulbs grown in Holland. Some mighty fine varieties have come from there, but their new ones are, to our notion, much too highly priced and we have been most unfortunate that fully 25% of the stock of all new originations have been infected with fusarium and other serious bulb diseases. By the time that we can offer clean stock, prices have dropped to a price level that we cannot possibly break even on our investment, and in the meanwhile we have contaminated our soil so that we could ill afford to plant other bulbs in that location for several years. We have had no disease problems from Canada, New Zealand and Australia, and we will continue to import from them with confidence.

Personally we like the style of these varieties from down under. They place most emphasis on large-flowered formals, with wide open overlapping florets, with many open, and we find many of our customers agree with us. Our exclusive releases this year are of Lebanon grown bulbs, that we have personally bloomed and our comments are based on what we saw in our own fields.

MRS. RHODA PETERSON Class 582 Orange Smoky
(Originated by R. P. Menzies — Australia)

This was described by Mr. Menzies as a giant orange with a faint smoky overcast, and before seeing it bloom we classed it as a 520 and so offered it in our advance 1951 price list. Actually as it bloomed here, it was a superlative smoky — we think the loveliest one we have yet grown. We had a row of 400 bulbs (this is the extent of the stock available) that made an unforgettable picture. Each spike opened 8 to 10 very large ruffled florets on tall, strong stems. Against the sunlight the orange underlay was evident, but by reflected light the rich tones of blue-grey bordering a deep cream throat with just a sprinkling of orange in this light area, were simply superb. We think it a remarkable glad.

Per bulb, large or medium, each \$1.50. Bulblets, 5 for \$1.00.

No Quantity Discount on This One.

A GROUP OF 8 FROM NORMAN BURN OF NEW ZEALAND

This is an excellent group — all are either large or giant in size. All strong, vigorous growers, and ample field height, on the tall side. We have placed these in the correct size class, tho we may be wrong on the color class of two of them: CENTENNIAL SUMMER and DOMINION MONARCH. These seem pink to us, but so also does Evangeline and other of the pale shades of rose. Both of these are much brighter in color and very lovely flowers, and we think we will class these as pink until the color-authorities change them. The price of each of these varieties for 1951 is \$1.25 per bulb, any size. 10 bulblets for \$1.25. Quantity discount, 3 bulbs of any one variety for \$3.00. The collection of 8 for \$8.00. All of them are still available in large size bulbs except for the pink smoky UNUSUAL. Demand for this variety has left us only small and medium size. We should add in this blanket description — that these varieties have the wide-open round florets, with the ability to open 7 or more, that are typical of high class New Zealand originations. Very splendid show flowers and four of them look like promising commercials.

BERYL WILLIAMS (517) Creamy Buff. Dr. Corliss especially like this.

CENTENNIAL SUMMER (542?) splendid tall Rose-Pink.

DOMINION MONARCH (542?) porcelain rose.

FLORIST'S GLORY (476) promising light blue, yellow throat.

J. H. MANN (570) Fuchsia purple, large cream throat — a most interesting and distinctive color that makes a tall impressive spike with 10 open.

MY O' LOVELY (506) Rich cream, tinted pink. We like the color of this least of all, but some raved about it—so it is simply a matter of taste.

SALMON PERFECTION (532) A self color, rich deep salmon that made perfection spikes. Probably has great commercial possibilities.

UNUSUAL (480) A charming pink and grey smoky, barely in the 400 size. Now sold out except in medium and small sizes.

FROM CANADA — ATTRACTION Class 566. A Goddard origination.

While this variety was formally introduced in Canada in 1949, this will be its first offering from U. S. grown bulbs by a U. S. cataloger. Mr. Douglas, exclusive distributor of the Goddard originations, has appointed us as his representative for U. S. distribution. A very beautiful glad of

clean, very light lavender of remarkable color purity, being one of the very few that rated as high as 90 in Vallevue Test Garden, who have given it an "A" rating. This has a tapered spike of up to 24 buds with 7-8 slightly ruffled, fluted and needle-pointed florets, that open in perfect placement. Floret size 5 to 6 inches, 26 inch flowerhead. Has been awarded the G. C. C. Trial Garden Silver Medal with 85 point score. Received an "A" rating in the 1950 C.G.S. symposium. An early mid-season bloomer. We hesitated in accepting this listing, not because of doubt as to quality, for there is no question that it is one of the finest varieties yet originated in the blush color classes and a prize-winner on any show table, but simply because of the price which, for reasons beyond our control, must be for this season, \$2.50 for large, \$1.75 for medium, and \$1.00 for small, with 4 bulblets for \$1.00. Since the majority of our customers prefer the medium and small sizes, and these come within the price range that we feel is a fair price for a new introduction of quality, we can have no hesitation in saying that you will receive splendid value in your investment in the smaller sizes and bulblets. And for those of you who, unlike us, believe that from \$3.00 to \$10.00 is a fair price for a top-quality new Glad, then you will feel that at only \$2.50 for a large bulb — you will be making an economical buy.

1951 CO-INTRODUCTIONS

FROM ELMER GOVE — MARATHON Class 410. Light Yellow

This is the Glad that Elmer says is the greatest commercial yellow that he has ever seen, and which he picked up on his travels last year from Lawrensen-Odell. He was extremely candid in his description of this, and does not claim that it is a show glad, altho very attractive as any good commercial must be. Briefly it will open 7 florets easily that range up to 5½". Florets slightly waved and rolled back of soft butter-scotch yellow with a small reddish throat mark. It will ship as well as Picardy, will open to the tip when cut and the tip blooms are as fresh as if brought in from the garden. Very strong field growth and always straight. We do not suggest that this be purchased if you want a yellow for the show table, but is listed for the benefit of our commercial customers who have for years been looking for the yellow that had the shipping and keeping qualities of the best commercials in the other colors.

Per bulb of any size, \$2.00. 1 bulb and 10 selected bulblets, \$5.00.

Grower Unit: 10 L, 10 M, 10 S and 300 bulblets for \$125.00.

From J. R. and C. T. LARUS — LEAH GORHAM Class 450.

(Originated by Gorham)

Mr. Larus wrote us that he was going to try the Gladland policy of low introductory prices on this variety, and since his reports of its performance and quality are so enthusiastic, we are certainly going along with him in giving it wide publicity. He rates this the best exhibition variety in the 450 class, winning blues the only times exhibited, which were at Garfield Park and Binghampton. It is a proven commercial in the Salt Lake City area, approved in the NAGC trials, and Mr. Larus says was the outstanding performer of the 100 or more seedlings they tested last year. The 4¾" florets which are light red, with a clean white throat, are striking and very attractive. Opens 5 to 7 of 18-22 buds on 26-28" flowerhead. Attachment strong, placement excellent. Field height 55-60", and no crooking has been seen. Flowers are ruffled and of medium heavy substance, and color is clear with no flecking. Mid-season 85 days.

Price, L \$1.00; M 75c; S 50c. Bulblets 2 for 25c.

Starter Unit: 5L, 5 M, 5S, and 100 bulblets \$12.00.

STYLISH — Class 440

This is the first *Larus* seedling that Gladland has listed. We bloomed this in our trials last summer and liked it. It is a very lovely pink. A very fine record in the various trial gardens — in fact no other variety has ever been approved in so many national trial gardens. The color is medium pink, shading to a creamy pink throat with a small deep pink dotted blotch at the back. The 5" florets are heavily ruffled, strongly attached and of good substance. Opens 6-7 florets of 18-21 buds on a 24-27" flowerhead. Shows no crooking tendencies and field height 52-54 inches.

Price, L \$2.00; M \$1.50; S \$1.00. Bulblets 25c each.

THE P. BURNS GROUP — AUSTRALIA

The original high prices which we had to ask for this group when we released them in 1949, resulted in a very slow distribution, and it was only last season when the lower prices permitted more fans to grow them or see them, that their quality became evident. We are using some of our limited space to tell you a little more about them.

ADAGIO — 580. A large smoky that seems better each year. It required a longer time to acclimate but gave wonderful spikes this season. L \$1.25; M 90c; S 60c.

ADOBE — 407. This unusual cream blend, proved the surprise of the group. Sensational last year, winning best 3 spikes grown in the Yakima valley at Washington's largest show. We have turned down two offers to sell our entire stock of this. L \$2.00; M \$1.50; S \$1.00.

BURNS SUCCESS — 477. This fine light blue was so highly praised last summer that Elmer Gover added it to his catalog before he had even grown it. L \$1.25; M 90c; S 60c.

ECLIPSE — 536. Charles *Larus* says this clear light scarlet is one of the finest foreign varieties he has grown in each of the last two seasons, and pictures it in his '51 catalog. You will like it. L \$2.00, M \$1.50, S \$1.00.

MIRACULOUS — 560. This bright light rose is fine for us, but reports vary from wonderful to not too good. If it does well in your section it is very worth while. L \$1.75; M \$1.10; S 75c.

PINK GLORY — 440. This is a lighter shade of pink than ROSY DAWN and makes a splendid addition to the color range of the group. L \$1.25; M 90c; S 60c.

PRINCESS MARGARET — 466. This is a lavender that is different. The backs of the petals are much darker than the face, giving a two-tone effect. We like it. L \$2.00; M \$1.50; S \$1.00.

PURE GOLD — 412. *Larus* calls this one of the best yellows. Valleuve Test Gardens give this a high 90 score for color value, but place it in the 300 size. Perhaps it grows larger in Oregon and Massachusetts, but it would be lovely regardless. Floret placement is faultless. L \$1.25; M 90c; S 60c.

ROSY DAWN — 442. Few have seemed to note the quality of this superlative 75-day beautiful deep pink. My friend Carl of N. J. did, and he wrote us that he wouldn't be happy until he had 10,000 of them. When he does, he will have all of the florists fighting for his cut. Our choice of the group. L 1.25; M 90c; S 60c.

SCARLET MAJOR — 436. Somehow we missed this in our advance mid-summer list and a half dozen folks wrote in to ask us why. A showy glad that grows straight for us, but seems to make an occasional crook in some sections. L \$1.25; M 90c; S 60c.

SNOWY RIVER — 300. A medium size white that is our favorite in this size class. Marvelous in arrangements. L \$2.00; M \$1.50; S \$1.00.

STAINED GLASS — 470. The purple that *Larus* says is the best purple that he has grown for the past two years. We have had none but

favorable comments on this, and the color is remarkable. **L \$2.00; M \$1.50; S \$1.00.**

VINDICATOR -- 460. This is one that seems to behave variably in different sections. Here it is one of our best in the light rose color. **L \$2.00; M \$1.50; S \$1.00.**

WONDROUS — 540. This was Mr. Burns choice of the group. It is the most formal in placement, and can make an impressive spike. We would rate **ROSY DAWN**, altho a size smaller, a bit better for all around performance. **L \$2.00; M \$1.50; S \$1.00.**

Not more than a half dozen people in the U. S. have grown all of these, and we would like to see about 50 tests of the entire group grown by reasonably expert gardeners who can appreciate merits and faults and are willing to make an honest report of their findings. We will furnish to those interested, a complete set of the 14 varieties in large bulbs (these list \$23.05) for only \$14.00. If you grow for show entry, we suggest that you de-eye to allow only the development of a single spike, and we predict show-champion quality.

DO YOU WANT TO WIN BLUE RIBBONS THIS SUMMER?

A special offer of **JUMBO BULBS** of finest exhibition varieties. Our selection — correctly labeled, of new and recent introductions listing at 50c to \$2.00 per bulb in large size. These will be 2 inches or more in diameter and should be de-eyed to permit growth of one spike only. We will send just double the list value **that you would receive** if your made your own variety selection of large size bulbs. Remit any amount you wish to spend for this more than 2 to 1 value offer. These bulbs are heavy, and if you wish them sent parcel post add 10c for each dollar remitted to cover postage, otherwise we will send by express.

HIGHEST QUALITY RECENT INTRODUCTIONS FOR 1/3 LIST PRICE

Our selection, correctly labeled varieties listing at 25c to \$1.00 per bulb. You may suggest color and size preference and maximum quantity desired of a single variety, and we will do the rest. 3.00 list value sent postpaid for each \$1.00 of remittance. Minimum order acceptable on this special is a \$5.00 remittance.

DO YOU WANT A RAINBOW OF COLOR AT LOW COST?

Then order the **1951 GLADLAND** mixture, at least 25 distinct superior varieties in each 100 bulbs. Offered in two sizes: 100 large size for \$5.00. 100 medium size for \$3.00. Postpaid.

DO YOU WANT TO MAKE SOME FRIENDS HAPPY?

THE GLADLAND \$1.00 SPECIAL (postage extra)

Then send their names and addresses and a \$1 bill and 15c in stamps for each, and we will mail them direct, with your card as donor, a collection of 25 medium size, all different named varieties, unlabeled, including 1 separately sacked bulb of **PHAROAH**, which alone is priced at \$1.00. If you would rather have them receive large bulbs, we will send them 1 dozen, all different, large size, including **PHAROAH**.